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FOOD INFORMATION SERIES
United States Department of Agriculture
Office of Information



August 19, 1943

No. 55

Subject: Program Handbook, "Food Fights for Freedom"

Distribution: Calendar list plus coverage to county level for Extension, FSA and AAA, with complete coverage for FDA and Nutrition Committees. OPA is also distributing down to local War Price and Ration Boards. Distribution outside government will be handled from national level. OWI and the War Advertising Council are reaching food trade, advertising agencies, and national advertisers.

USE: "Food Fights for Freedom" presents the basic facts about food (pages 4-26) which every citizen should understand fully and thoroughly. It calls for certain actions which the public can take to help make food shorten the war, save lives, and secure a lasting peace (pages 27-31). The information plan is outlined in broad terms (pages 32-41).

Materials to come later will include a Community Mobilization Handbook (suggesting local things-to-do and how a committee can be organized to get them done).

It is expected that community mobilization will take the form of citizens' committees representing groups such as the following: Press, radio, civic, religious, school, professional, business, labor, farm, women, youth, fraternal, veterans, government.

The goal is an active committee of this kind in every rural county and in every town and city.

The Community Mobilization Handbook mentioned above will contain plans for reaching farm families through agricultural agencies.

The Nutrition Committee chairmen and the community service representatives of the War Price and Rationing Board will be asked to take the initiative in

each town and city as follows: (a) If there is already a citizens' committee of the kind indicated, to ask this committee to undertake the community food mobilization task. (b) If an existing committee does not represent all of the groups indicated, to see that proper enlargement and revision is made. (c) If there is no committee of this nature, to see that one is formed.

It is expected that the State Nutrition Committees will, as rapidly as possible and no later than October 15, complete organization of Nutrition Committees in every county. These committees, acting with community service representatives of the War Price and Rationing Boards within the counties, will provide for setting up Citizens' Food Mobilization Committees in cities and towns where necessary.

The above plan of action, in broad outline, has been approved by the War Food Administration (which includes the nutrition and food conservation program) and the Office of Price Administration. Details of procedure will be included later in the Community Mobilization Handbook.

Note that both WFA and OPA have previously sent out word that nutrition committees should be represented on the citizens' committees which are now carrying out the Home Front Pledge drive, which is one of the action phases of Food Fights for Freedom. Wherever this has not already been arranged, it should be done now.

Note that the big push in the over-all food campaign is scheduled for November.

In conducting current campaigns, such as the Home Front Pledge Campaign, recruitment of farm labor, home food preservation and food conservation, use should be made immediately of the facts on food contained in the handbook.

In preparation for the November drive, chairmen of county and city Nutrition Committees should immediately get in touch with the community service representatives of local War Price and Rationing Boards. Lists of names and addresses will be supplied down usual lines as quickly as possible. The purpose of these immediate contacts is to make plans for setting up Citizens' Food Mobilization Committees.

